

Eduardo Insaurriaga

Resume

Summary

34 years old brazilian designer, Master's researcher in design.

I act as interaction designer and visual designer, with proficiency in user experience, Internet products, interface design and illustration.

Already worked for international companies like Embraer, General Motors, C&A and Motorola producing websites, hotspots, intranets and transactional environments, acting mainly as art director.

I worked at AG2 Publicis Modem as art director since 2002. In 2005 I also took part as one of the managers in the area of design, overseeing and mentoring junior and mid-level designers. After that, I was part of Embraer and General Motors exclusive teams as interface designer and art direction consultant.

Currently I am senior interaction designer at globo.com, the web division of Rede Globo, the largest media company in Latin America, developing front end and back end interface solutions based on user experience. Plus I recently finished a design Master's research about persuasion and technology at PUC-Rio, one of the most important brazilian universities, and now I'm finishing an online course from Stanford about HCI.

Expertise

Interaction design, visual design, mobile design, online campaigns, social media, illustration, design and project management methods.

Personal information

Name Eduardo Insaurriaga

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Birthday 11 may 1978

Relationship status married

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Professional experience

Art director

AG2 Publicis Modem - 2002 to 2008

At AG2 one of the 5 biggest web agencies in Brazil, currently the Brazilian base of Publicis Modem, I have the opportunity of working for clients like Embraer, General Motors, Bradesco Bank and C&A, responsible for create the art direction for all kinds of projects - from online campaigns, corporate products to e-commerces.

Design manager

AG2 Publicis Modem - 2005 to 2008

I was one of the responsables for the design team, managing and coaching a pool of designers from junior to mid-level experience.

Interface designer / art direction consultant

AG2 Publicis Modem - 2008 to 2009

In the middle of 2008 I started to work with interface design (function that respond for some information architecture skills). After some projects for Bradesco Bank, I joined the Embraer / General Motors exclusive team. I am the art direction consultant for these clients too, supervising the layouts production.

Senior interaction designer

globo.com - 2009 to present

Rede Globo is the #1 Latin American media group, and globo.com is responsible for its web presence. I am part of the UX Team, focused on web presence and the navigation flows.

Education background

Human-Computer Interaction

Stanford University / Coursera

2013

Master's degree - Design

Pontifícia Universidade Católica do Rio de Janeiro

2012

Information Architecture

Perestroika Creativity School - Porto Alegre RS, Brazil

2009

Bachelor's degree - Graphic Design

Art and Design Institute from the Pelotas Federal University

2003

Technical's degree – Industrial Design

Pelotas Federal Technological Education Center

1996

Languages

Portuguese native

English high intermediate

Spanish intermediate

Plus

Planning to be a better multidisciplinary professional, I started to study HTML / CSS and infographics recently. My next courses will be about storytelling & narrative construction and gamification.